

## ABSTRACT OF THE DISCLOSURE

Apparatus and method for preventing reproduction/distribution of digital goods by use of physical goods uses an inherent ID given to the physical goods. A first encrypted ID and an assignable identification name are also given to the goods. A second encrypted ID is generated when the assignable identification name registered upon the purchases of digital goods coincides with an inputted identification name. The present invention transfers, upon the purchase of the digital goods, the second encrypted ID and the purchased digital goods or the second encrypted ID and encrypted digital goods generated by encrypting the purchased digital goods according to the first encryption algorithm, and extracts the first encrypted ID from the second encrypted ID upon executing the digital goods. The extracted first encrypted ID is compared with the first encrypted ID given to the physical goods, and executes at least a part of the digital goods if the extracted first encrypted ID coincides with the first encrypted ID given to the physical goods.